

[PDF] Download Winner Takes All: Seven-and-a-half principles for winning more bids, tenders and proposals Full Book

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These days, most companies find themselves having to tender or bid for new contracts and clients. It's now part of the business landscape - companies simply have to be good at tendering and pitching if they are going to have any chance of getting new business and clients. This book, written by one of the leading consultants and trainers in competitive business tendering, provides the key principles for winning bids, tenders and proposals. Savvy and practical, the principles are based on the author's extensive consulting experience with large and small companies, helping them to win big-ticket, "must-win" contracts (with a success rate of 86%!). These essential principles apply to any company, in all sectors, which are seeking to improve their new-business win rate.